



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

POL/R Casey/D/US Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06368275

Invoice 640795  
Inv Date 10/28/2012  
Terms Net 30  
Contract 336324  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

BOB CASEY :60 10/9  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:33PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	<b>TODAY 7-8A/1</b>							
	Spot	7:00:00AM- 8:00:00	Day, Th-1, F-1	10/11/12 7:59AM (Th)	01:00	Today Show	BCTV1205H	\$1700.00	
	Spot	7:00:00AM- 8:00:00	Day, Th-1, F-1	10/12/12 7:23AM (Fr)	01:00	Today Show	BCTV1205H	\$1700.00	
2.0	Contract Line Remarks:	<b>NEWS 5-530A/2</b>							
	Spot	4:58:04AM-Channel	Day, Th-1, F-1	10/11/12 5:27AM (Th)	01:00	Channel 11 News 5am	BCTV1205H	\$1100.00	
	Spot	4:58:04AM-Channel	Day, Th-1, F-1	10/12/12 5:26AM (Fr)	01:00	Channel 11 News 5am	BCTV1205H	\$1100.00	
3.0	Contract Line Remarks:	<b>ELLEN/3</b>							
	Spot	10:00:04AM-Ellen	Day, Th-1, F-1	10/11/12 10:56AM (Th)	01:00	Ellen	BCTV1205H	\$900.00	
	Spot	10:00:04AM-Ellen	Day, Th-1, F-1	10/12/12 10:36AM (Fr)	01:00	Ellen	BCTV1205H	\$900.00	
4.0	Contract Line Remarks:	<b>JUDY 4-430P/4</b>							
	Spot	4:00:04PM-Judge Ju	Day, Th-1, F-1	10/11/12 4:27PM (Th)	01:00	JUDGE JUDY 4P	BCTV1205H	\$1100.00	
	Spot	4:00:04PM-Judge Ju	Day, Th-1, F-1	10/12/12 4:12PM (Fr)	01:00	JUDGE JUDY 4P	BCTV1205H	\$1100.00	
5.0	Contract Line Remarks:	<b>TONIGHT/5</b>							
	Spot	11:34:34PM-TONIGH	Day, Th-1, F-1	10/11/12 12:20AM (Th)	01:00	Tonight Show	BCTV1205H	\$1850.00	
	Spot	11:34:34PM-TONIGH	Day, Th-1, F-1	10/12/12 12:31AM (Fr)	01:00	Tonight Show	BCTV1205H	\$1850.00	
6.0	Contract Line Remarks:	<b>LATE NEWS/6</b>							
	Spot	10:59:34PM-CHANNE	Day, Th-1, F-1	10/11/12 11:33PM (Th)	01:00	CHANNEL 11 NEWS AT 11P	BCTV1205H	\$5400.00	
	Spot	10:59:34PM-CHANNE	Day, Th-1, F-1	10/12/12 11:32PM (Fr)	01:00	CHANNEL 11 NEWS AT 11P	BCTV1205H	\$5400.00	
7.0	Contract Line Remarks:	<b>TODAY 7-8A/7</b>							
	Spot	7:00:00AM- 8:00:00	Day, M-1	10/15/12 7:58AM (Mo)	01:00	Today Show	BCTV1205H	\$1700.00	
8.0	Contract Line Remarks:	<b>NEWS 5-530A/8</b>							
	Spot	4:58:04AM-Channel	Day, M-1	10/15/12 5:07AM (Mo)	01:00	Channel 11 News 5am	BCTV1205H	\$1100.00	
9.0	Contract Line Remarks:	<b>ELLEN/9</b>							
	Spot	10:00:04AM-Ellen	Day, M-1	10/15/12 10:19AM (Mo)	01:00	Ellen	BCTV1205H	\$900.00	
10.0	Contract Line Remarks:	<b>JUDY 4-430P/10</b>							
	Spot	4:00:04PM-Judge Ju	Day, M-1	10/15/12 4:11PM (Mo)	01:00	JUDGE JUDY 4P	BCTV1205H	\$1100.00	
11.0	Contract Line Remarks:	<b>TONIGHT/11</b>							
	Spot	11:34:34PM-TONIGH	Day, M-1	10/15/12 11:58PM (Mo)	01:00	Tonight Show	BCTV1205H	\$1850.00	
12.0	Contract Line Remarks:	<b>LATE NEWS/12</b>							
	Spot	10:59:34PM-CHANNE	Day, M-1	10/15/12 11:33PM (Mo)	01:00	CHANNEL 11 NEWS AT 11P	BCTV1205H	\$5400.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$36,150.00
Commission	(\$5,422.50)
Net Total	\$30,727.50

Total Spots 18